

AMENDMENTS TO THE CLAIMS

1-9. (Canceled)

10. (Original) A method in a computing system for characterizing an item, comprising:

determining a score for the item reflecting the extent to which the item has been ordered by customers who have been determined to commonly order items promptly after they become available; and

scaling the score in a manner that causes it to positively relate to the item's price and negatively relate to the amount of time that has elapsed since the item became available for ordering.

11. (Original) The method of claim 10 wherein an item detail web page is associated with the product, the method further comprising including in the item detail web page an indication of the item's scaled score.

12. (Original) The method of claim 11 wherein the included indication explicitly indicates the item's scaled score.

13. (Original) The method of claim 11 wherein the included indication explicitly indicates a range into which the item's scaled score falls.

14. (Original) The method of claim 11 wherein the included indication indicates a relationship between the item's scaled score and scaled scores for additional items.

15. (Original) A computer-readable medium whose contents cause a computing system to characterize items by:

for each of a plurality of items:

determining a score for the item in a manner that causes it to (1) positively relate to the extent to which the item has been ordered by customers who have been determined to commonly order items promptly after they become available, (2) positively relate to the item's price, and (3) negatively relate to the amount of time that has elapsed since the item became available for ordering; and

storing indications identifying at least a portion of the items having the highest scores.

16. (Original) The computer-readable medium of claim 15 wherein the contents of the computer-readable medium further cause the computer system to store in conjunction with the stored indications the scores determined for the corresponding items.

17. (Original) The computer-readable medium of claim 15 wherein the contents of the computer-readable medium further cause the computer system to generate a document identifying least a portion of the items having the highest scores.

18. (Original) The computer-readable medium of claim 15 wherein the contents of the computer-readable medium further cause the computer system to transmit to customers a document identifying least a portion of the items having the highest scores.

19. (Original) The computer-readable medium of claim 15 wherein the contents of the computer-readable medium further cause the computer system to transmit to make available for retrieval by customers a document identifying least a portion of the items having the highest scores.

20. (Currently Amended) One or more computer memories collectively ~~containing~~ storing a data structure comprising a plurality of entries each corresponding to a different product, each entry comprising:

information identifying the product to which the entry corresponds; and

a score indicating the extent to which the product (1) has been ordered by customers who have been determined to commonly order items promptly after they become available, (2) has a high price, and (3) recently became available for ordering.

21-34. (Canceled)